



Christine King, FSMPS, CPSM

Owner & Principal Consultant

JOY Marketing Consultants

Christine King, FSMPS, CPSM, is the owner and Principal Consultant at JOY Marketing Consultants. After more than 25 years leading small, medium, and large firm A/E/C marketing departments, JOY Marketing specializes in working with small businesses that may not have the resources or budget for in-house marketing and business development tasks or staff.

Christine has been an active member of SMPS Colorado since 1995, serving in leadership positions including Programs Chair for six years, and twice as Chapter President (2000-2001 and 2004-2005). As a Leonardo (1997) awardee and previous Chapter leader, Christine brings her knowledge and experience to the Chapter as needed and has served as a mentor multiple times through the One-to-One mentor/protégé program. Prior to and after receiving Fellows designation, Christine's work with the SMPS national organization has included leadership and committee roles for the Marketing Communications Awards (MCA), Striving for Excellence (SFE), CPSM, and most recently with the SMPS Fellows Committee and the Fellows Task Force.